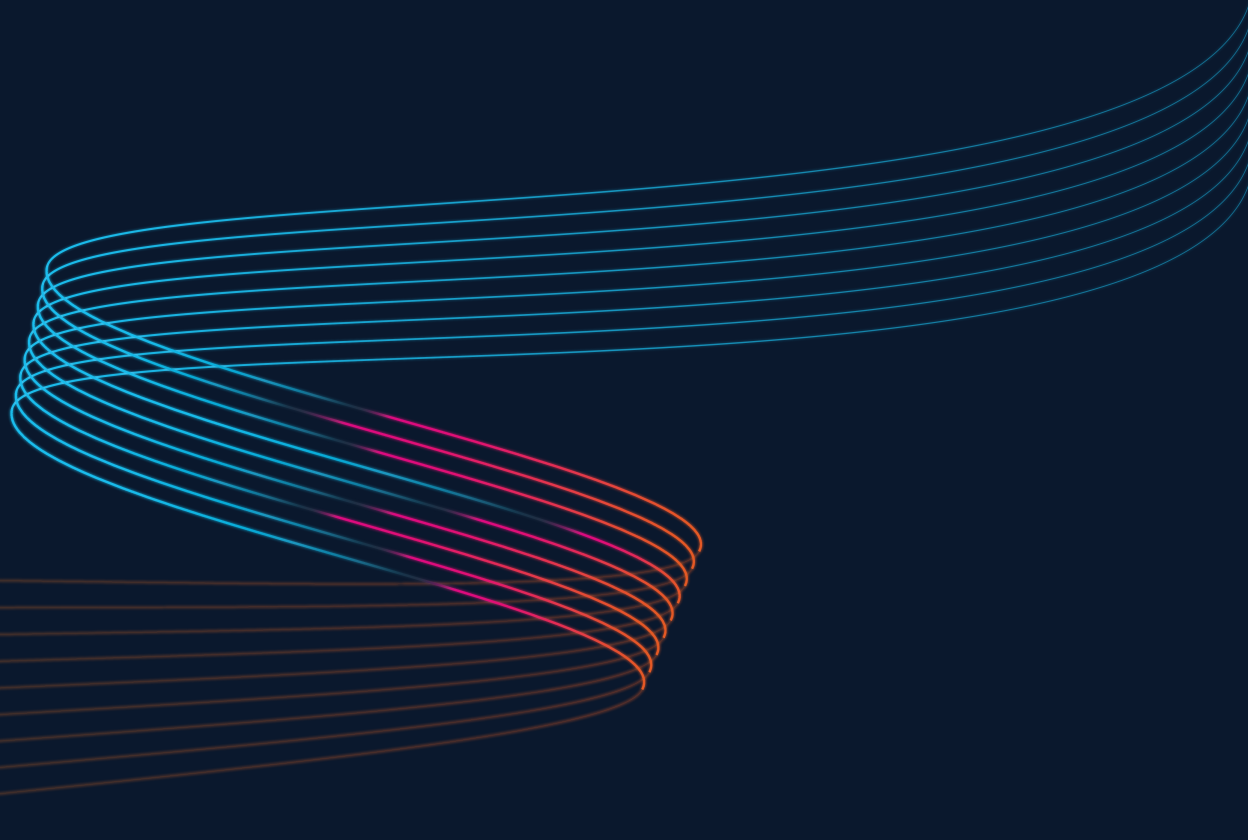Selling One Cisco

Revolutionizing How Infrastructure and Data Connect and Protect Organizations in the AI Era

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We are at the start of one of the most significant transformations in how humans live and work, in both physical and digital worlds – not just in our lifetime, but in history.

Specifically, artificial intelligence (AI) is pushing the boundaries of what's possible, driving the fastest rate of innovation the world has ever known. Organizations need to completely rethink how they connect people, places, workloads, apps, things and data while building digital resilience to protect them from all forms of digital risk – including cyber threats, downtime and compliance.

To meet these challenges, today's organizations are taking a solution-based approach to IT infrastructure development, allowing them to align IT decision-making with business objectives. Sales teams can't afford to approach RFPs with specific products in mind. Instead, they need to understand what the organization is trying to do as a business, identify the roadblocks and challenges preventing them from executing on this mission and present an outcome-based solution that is proven to work.

Cisco is uniquely positioned to partner with the most innovative organizations as they navigate these transformations and prepare for success in a rapidly changing world.

Connectivity helps accelerate the move to a hyper-distributed technology ecosystem.

Connectivity helps accelerate the move to a hyper-distributed technology ecosystem. Modern applications and devices now utilize complex architectures deployed across numerous private and public data centers, connected by networks that are often out of an organization's control. Yet, to harness the power of these modern applications and new AI-powered business tools, data must flow across this ecosystem without interruption.

Unfortunately, increased complexity and a lack of control make modern systems harder to protect against all forms of risk. Downtime, cyberattacks, and poor experiences are not just inconveniences. Failure to ensure resilience across the entire digital footprint, especially in the world of AI, is disruptive and costly.

Organizations must keep their entire digital footprint resilient in the face of emerging threats.

Build Modern Infrastructure

Organizations are under pressure to build an increasingly distributed architecture of workplaces, data centers and clouds that are resilient and able to scale.

Improve Cybersecurity

Security teams must transform how they prevent, detect and respond efficiently to threats across an increasingly complex environment.

Harness the Power of AI

AI, and the data that trains it, delivers enormous value toward improving productivity, enhancing customer experiences, and speeding critical decision-making.

Unmatched Security and Visibility

Only Cisco can provide customers with visibility and insights across the entire digital footprint, uniquely combining the power of the network with industry-leading security, observability and assurance.

01 | Game-changing AI-powered security

Cisco delivers breach protection at machine scale, using unprecedented depth and breadth of data. This includes real-time threat detection and response that uses cloud, identity, network and endpoint telemetry to deliver unparalleled visibility of lateral threats as they occur on the network.

Cisco powers the Security Operations Center (SOC) of the future with unified threat detection, investigation and response combined with Extended Detection and Response (XDR), Security Information and Event Management (SIEM), Security Orchestration, Automation, and Response (SOAR) and other solutions.

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02 | Observability for the entire enterprise

Cisco provides visibility, insights and actions across end-to-end business services that run on owned and unowned infrastructure – including observability into connectivity, applications, infrastructure and services. This allows IT teams to rapidly pinpoint the root cause of problems, predict and prevent issues before they impact users and proactively optimize performance over time.

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03 | Assurance of end-to-end connectivity

Cisco enables seamless connectivity across cloud, Internet and enterprise networks by empowering IT and networking teams with the information and tools they need to proactively detect, diagnose and remediate issues. These insights also help these teams predict, model and configure for future network performance and capacity demands as the business – and the world – continue to rapidly change.

Powering AI and Future Workplaces

Cisco uniquely powers how humans and technology work together – across the physical and digital worlds – to unlock innovation and improve productivity.

Future-Proof Workplaces

Cisco modernizes people and technology to work together to deliver better employee and customer experiences with security embedded from the start. This includes secure campus and branch networking that connects users and devices and smart building technology that transforms devices on your network into sensors for better intelligence and control of physical spaces.

Our solutions enable people to collaborate and connect effectively anywhere through frictionless zero-trust access to protect users who need to access applications and resources that reside anywhere from anywhere.
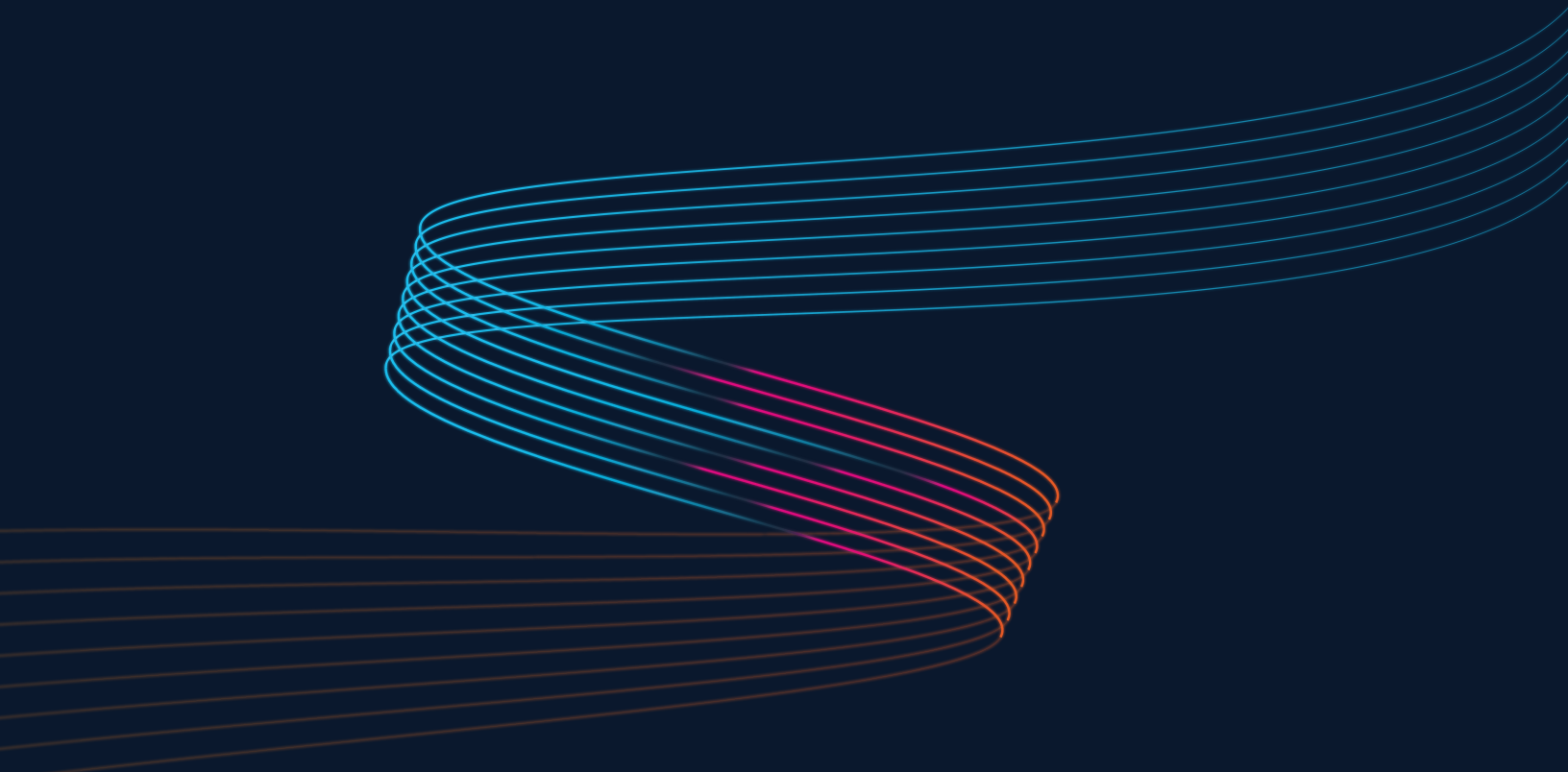

AI-Ready Data Centers

Cisco transforms data centers to power AI workloads anywhere – from AI assistants and agents to digital twins – with the best-performing ethernet-connected data centers at edge, regional, and centralized locations. We provide the building blocks of networking and computing – as well as the fully integrated, module and scalable stacks that are purpose-built for AI workloads, so organizations can deploy them fast and reliably wherever and whenever they are needed.

Our solutions remove silos with unified management across traditional and AI workloads, provide valuable visibility and insights about what's happening across environments and guarantee the assurance of end-to-end connectivity. And Cisco secures these AI-ready data centers with security that can be infused everywhere business takes you – from the data center to the office to public WiFi.

Unlocking Powerful Insights for Innovation

Connectivity is crucial for accelerating the move to a hyper-distributed technology ecosystem.

One Cisco uniquely correlates networking, security and observability data to deliver unprecedented visibility and insights into events that threaten digital resilience. This allows the world's most innovative organizations to unlock powerful insights that accelerate innovation and drive new business outcomes.